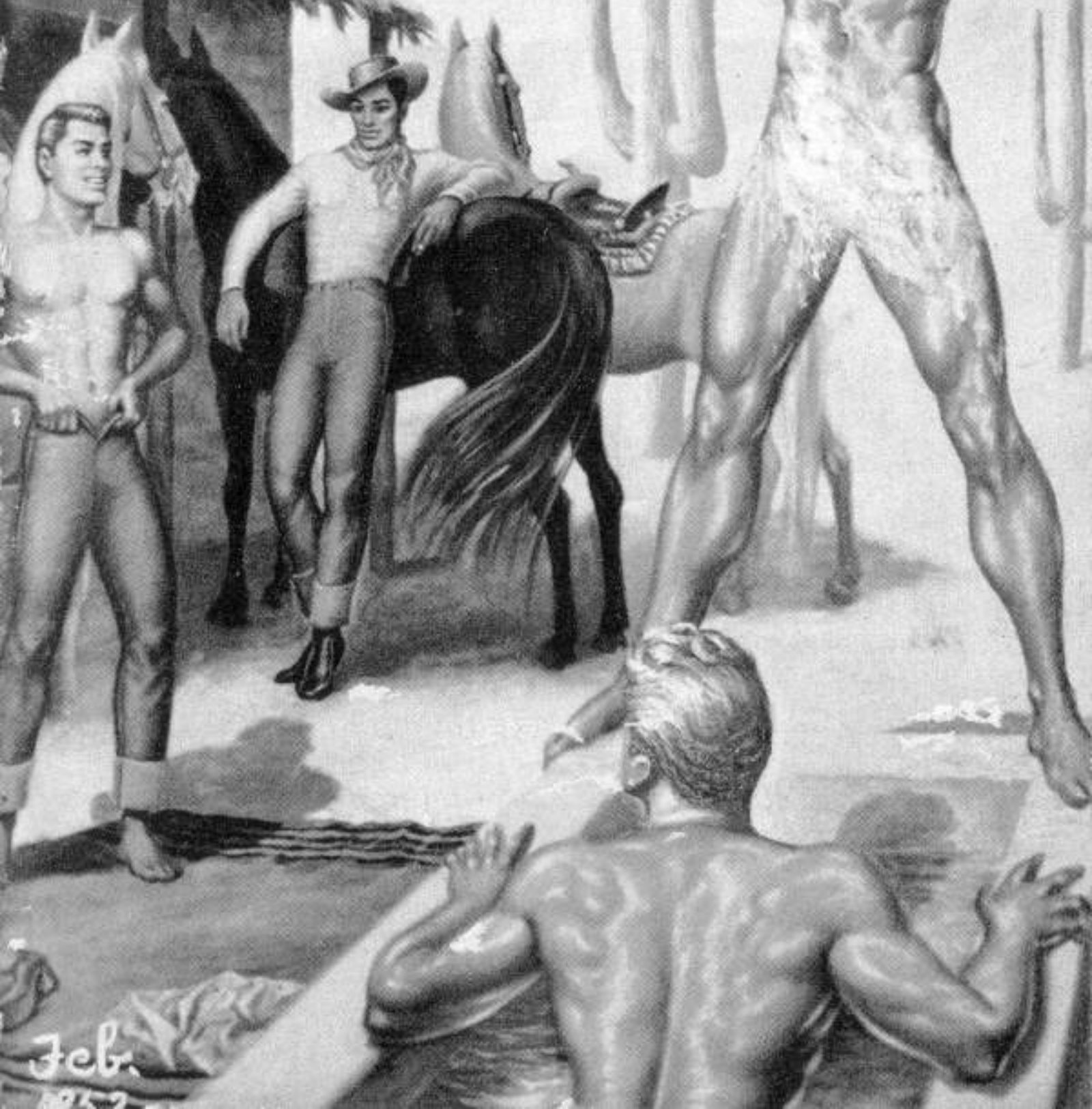


Physique Pictorial

2 #1



Feb.

1952

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Vol. 2 No. 1

HAVE YOU FRIENDS WHOM YOU WOULD LIKE TO HAVE RECEIVE PHYSIQUE PICTORIAL? Jot down their names and addresses and we will gladly forward them a copy without charge. Send to PHYSIQUE PICTORIAL, 1834 W. 11th St., Los Angeles 6, California.

STATEMENT OF POLICY REGARDING NUDE PHOTOGRAPHY. Even though we recognize that there is a widely legitimate use by artists, sculptors, etc. for nude photographs, PHYSIQUE PICTORIAL cannot carry the advertisement of any company which makes these available in any form by mail or other public carrier (such as express). Both the U. S. Post Office and Federal Bureau of Investigation have announced their intention to stop the transporting of nudes as well as to forbid magazines, publications etc. from carrying the advertisements of those who do sell such photographs. The reason they give for this action is that all too often the photographs fall into the hands of those who are "careless" in their handling and disposition.

All of the advertisers herein attempt to the best of their ability to present the male physique in a wholesome, inspiring manner—to provide both the artist and the physical culturist with fine studies which will spur them on to ever greater efforts. Each scrupulously avoids that questionable "borderline" where art leaves off and pornography begins.

Unfortunately, however, some officials interpret any exposure of the body as being "objectionable" and it is impossible to strike a satisfactory compromise with them. Luckily such extremists are in the minority and we have found the majority of postal inspectors and other officials whom we have contacted to be intelligent, sensible men doing a job the best way they know how—their concern being to prevent the distribution of material which is obviously intended to be obscene, both from the wording of the advertisements as well as in the presentation of the subject matter.

These more conservative officials view with alarm the activities of their over-zealous associates because they realize that while legitimate art companies and studios will fully cooperate, they cannot accept arbitrary prejudices such as those of one postal inspector who stated "Since the law forbids the showing of the breasts on female models, the portrayal of the male pectorals can also be considered objectionable."

Before the average studio would go out of business, it would carry its case to the highest courts, which several have done and won. But such a process is awkward for all concerned since it is costly to the studio and embarrassing to the postal department. Rigid self-disciplining on the part of studios offering photographs and reasonable tolerance on the part of officials is a far better solution.

Customers should discourage the few "outlaw" companies in this country who send out material which could only be called pornographic by even the most liberal judge. Remind them that there is an even greater sale for clean, wholesome physique photographs which can be openly sold and displayed.

COVER OF THIS ISSUE BY GEORGE QUAINANCE whose ad is on page 3.
BACK COVER BY ROY HUNT. While he does not currently offer his work commercially, you can send him your comments at 526 S. Serrano (rear), Los Angeles 5, California.



George Quaintance



In the arms of Morpheus Night in the Desert

NEWS - - -

As a companion piece to his now famous "Night in the Desert", QUAINANCE has done this stimulating painting of out-door life in the great West ... A beautiful painting, powerfully capturing the youthful virility and intense enthusiasm of adventurous young manhood.

SIGNED ORIGINALS

In oil, approximate canvas size 30x40, from \$50.00 to \$1000.00. Reproductions may be had at very nominal cost, in black and white photographs and in true color slides.

PHOTO PRINTS

8x10, Black and White, Single prints .. \$1.50
Any six for \$5.00

COLOR SLIDES

35mm.Kodachrome, Single slides \$1.50
Any six for \$5.00

("Pearl Diver", "Island Boy" and "Temptation" not included in color slides.)

Order direct from the listed titles, or send 25c for catalog showing miniature prints.

GEORGE QUAINANCE

Box 2331 Terminal Annex, Los Angeles 54, Cal.

- * Morning In The Desert
- * Night In The Desert
- * White Captive
- * Havasu Creek
- * Young Stallion
- * Dashing
- * Island Boy
- * Temptation
- * The Crusader
- * Pearl Diver
- * Kanaka Fisherman
- * Morpheus

DAVE MARTIN

ANNOUNCES

SAN FRANCISCO ATHLETES

A NEW SERIES



A new studio presents new models, never before available anywhere. Young athletes from the San Francisco Bay Area photographed outdoors near the Golden Gate Bridge and other locations as well as in our studio. A must for the collector!



ALBUM NO. 1 - RAY ROUTLEDGE

Swimmer and Bodybuilder from the Coast Guard, Ray is only 19, and winner of a host of athletic medals and prizes.
Twelve Poses - OUTDOOR

ALBUM NO. 2 KEN DOCKTER

21 year old handsome Boxer and Gymnast with a very symmetrical build.
Twelve poses - Outdoor



ALBUM NO. 3 - RALPH BLUMENTHAL

Rugged Football Player, Bodybuilder and an all around athlete.
Twelve Poses - in the Studio

ALBUM NO. 4 - DICK KELLEY

For his size and age (18) a husky Football player known for his muscular leg development.
Twelve Poses - In the Studio



Each album contains twelve 4x5 photos on double-weight silk paper.

Albums	\$2.50 each
8x10 Enlargements	\$1.50 each
Sample 4x5 photo with free lists	.25 each

Submit cash, check, or money orders only to:

DAVE MARTIN
3585 Sacramento Street
San Francisco 18, California

"San Francisco's ONLY Physique Photography Studio"

SPECIAL PRICE All Four Albums if ordered at one time: \$8.50

D'ART *Photography*

P. O. BOX 391

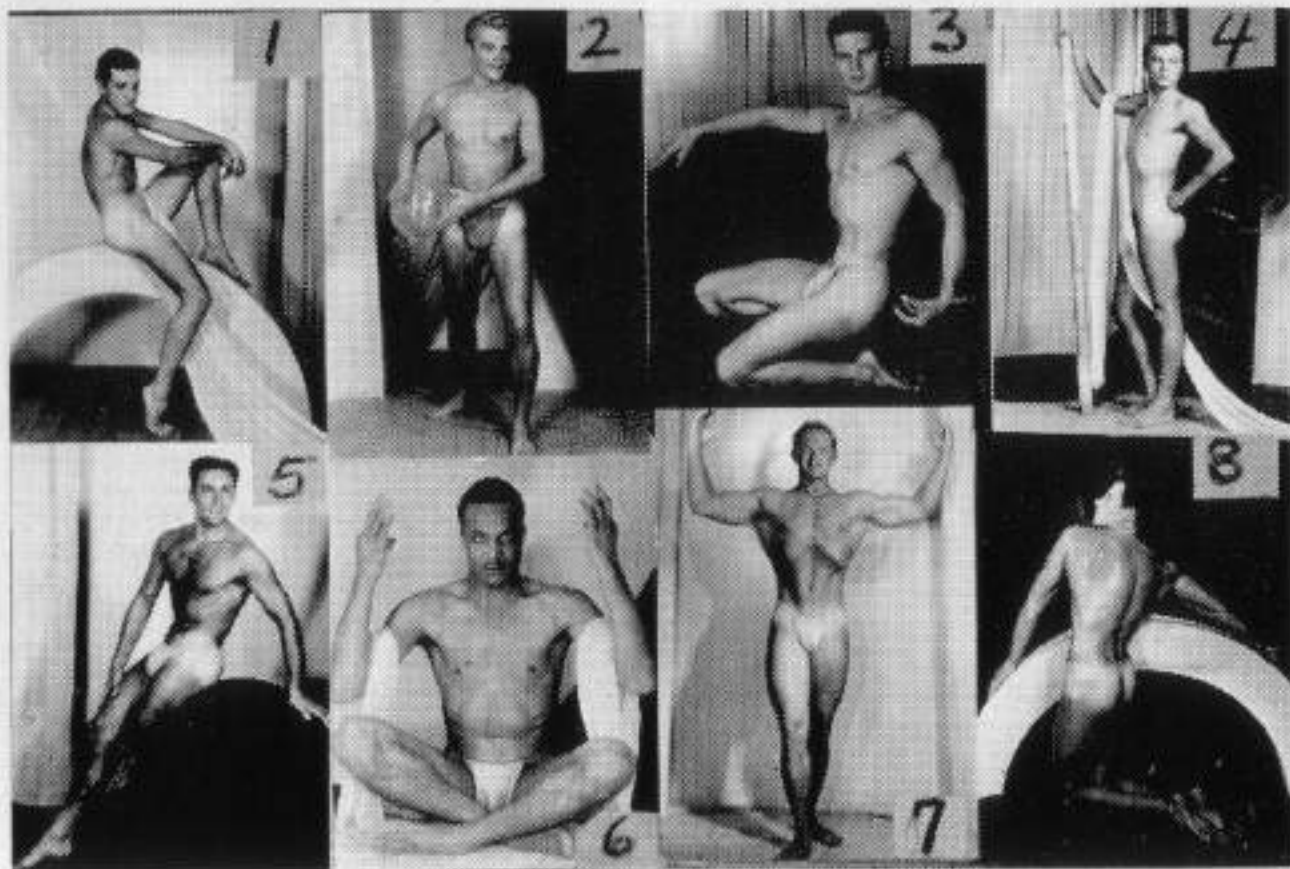
BEVERLY HILLS, CALIF.

1. LEON CAPO
2. KEN PARADISE
3. BILL KOHLMEIR
4. TOMMY PEACE
5. RONNY NYMAN
6. NORRIS BOLDER
7. HENRY LENZ
8. BARNY SUBKOSKI

PRESENTS:

Your likes and dislikes have received careful consideration and in this new series of models we believe that you will have difficulty in making up your mind as to which ones you will like best. Some of these models have never before been shown to the public. Among some of the favorites we have, Tommy Peace, Bill Kohlmeir, Leon Capo, Gordon Hanson, Ken Paradise, Scott Brandon, Bernard Subkoski, Ronny Nyman, Bob Bethea, Norris Bolder, Edmond Holovchik, Henry Lenz (Mr. San Antonio), and many others. Our constant endeavor is to furnish photographs of highest artistic content.

THESE MODELS SHOWN ON THIS PAGE ARE OF OUR MOST POPULAR MODELS. WE KNOW YOU WILL ENJOY THEM. EACH SET OF 10 photos on double weight paper 4x5 are only \$2.50 each. PLEASE ORDER SETS BY NAME. AIR MAIL POSTAGE IS 18c. Catalog included FREE with each order. Otherwise the cost is fifteen cents. Mail all orders to D'ART Photography (Post Office Box 391, Beverly Hills, Cal.





By George Quaintance

Just as a language can be learned by speaking it (even though the student is ignorant of its grammatical construction, etc.) so can fundamental figure drawing be learned by the simple expedient of drawing on top of a projected image. With no other instruction, a student can gradually learn to solve all of the problems of proportions, foreshortening, coloring, etc. However, projected slide drawing is not limited to amateur artists alone. Many seasoned professionals take advantage of the procedure when faced with a particularly perplexing problem.

Using slides is far less expensive than employing live models, and it is possible to use difficult interrupted action poses in which no model could be successfully posed. Slides are now being offered by most of the advertisers in Physique Pictorial and others are now planning to offer them. Wide expansions of slide libraries are being assembled to more adequately meet artists varied requirements.

Many amateurs have the mistaken idea that a good projector must be a costly item, but this is not so. There are some excellent projectors on the market for less than ten dollars. (A.M.G. will send you one postpaid for \$9.95). Your local camera store may even have one for a few dollars less. However, for this application it is important that you do not get a projector with too-high a wattage (over 100w) since your slide may be projected for a half-hour or more and might be damaged by heat. A blower-cooled higher wattage projector might make enough noise to annoy you. Other projectors costing up to \$40 may have a very sleek appearance, but often cause overheating of the slide. So don't go by price alone, but explain to the dealer the performance you expect.

For drawing purposes your projector need not be set up in a completely dark room, though subdued lighting is desirable. Have a handy switch by your easel with which you can turn off your projector and turn on an inspection light so you can check your progress. Draw your outlines in soft lead pencil and add colors later. In adding the colors, most artists prefer to project the slide on a separate screen or wall close to their easel so they can constantly compare the coloring.

At the beginning, the tyro artist should follow closely the outlines of the original projection, but with just a little practice he can successfully add and omit factors which will greatly improve upon the original. With sufficient patience, YOU will soon be able to draw magnificent figures which will satisfy your own personal ideals in a manner no other artist could achieve.

So go to it, and good luck! And should you have any questions on this or other art problems, feel free to write anytime to **QUAINTANCE FINE ART STUDIOS**. Be sure to enclose a self-addressed stamped envelope.

Are These Fine Athletes In Your Collection?



ZR174—BUD COUNTS-ALBUM ZR: 12 4x5s \$2.50. 12 Kodachrome color slides \$5. 6 slides \$3. Your choice of 445 b&w photos at 25c each. Check catalog ZR13 pages 1 thru 13: \$1.30.

ZL8—BOB McCUNE-ALBUM ZL: 12 4x5s \$2.50. Your choice of 135 b&w photos at 25c ea. Check catalog ZL13 - 3 pages: 30c.

ZS201—LEONARD CHAMBERS-ALBUM ZS: 12 4x5s \$2.50. 6 KODACHROMES: \$3. Your choice of 132 b&w photos at 25c each. Check ZS13 catalog - 9 pages at 90c.

ZM60—JIMMY LEWIS-Your choice of 74 b&w photos at 25c each. Check pages 1 and 2 of catalog ZM13: 20c.

ZW88—JOHNNY GLYNN-Your choice of 89 b&w photos at 25c each. Check pages 2, 3, and 4 of catalog ZW13: 30c. 6 KODACHROMES: \$3.

AMG OFFERS THESE OUTSTANDING VALUES: 53 different albums of 12 photos each printed on dbl-wt silk paper, only \$2.50 per album.

Over 300 catalog pages (about 35 miniature photos to each page) at 10c per page.

12 different KODACHROME COLOR transparency sets at \$3 per set or \$5 for 2 sets.

DYE-TRANSFER COLOR PRINTS size 2½x3½ -set of 9 for only \$4.

Viewer for color slides only \$1. each.

Projector for color slides only \$9.95.

TDC 9 sq. inch table viewer for slides: \$12.50.

POSING STRAPS: \$1 each. Color choice: Flesh, white, black, lt. blue, turquoise, skipper blue, red, purple, pink, wisteria, rose, yellow, chartreuse, sea-foam green, and kelly green. DELUXE TARZAN STRAPS (with leopard design) only \$2 each.

POSING STRAPS WITH BACKS: \$3 each (any color)

NEWS FOR THE COLLECTOR ON A BUDGET.

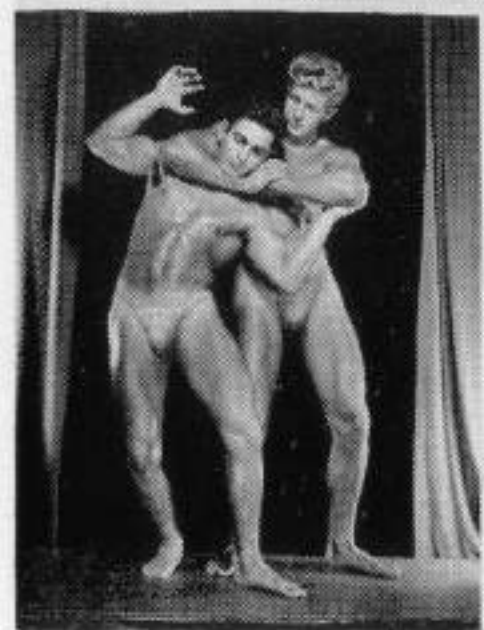
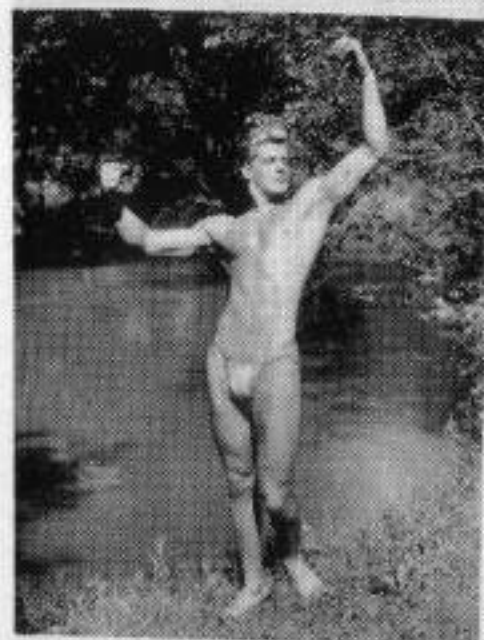
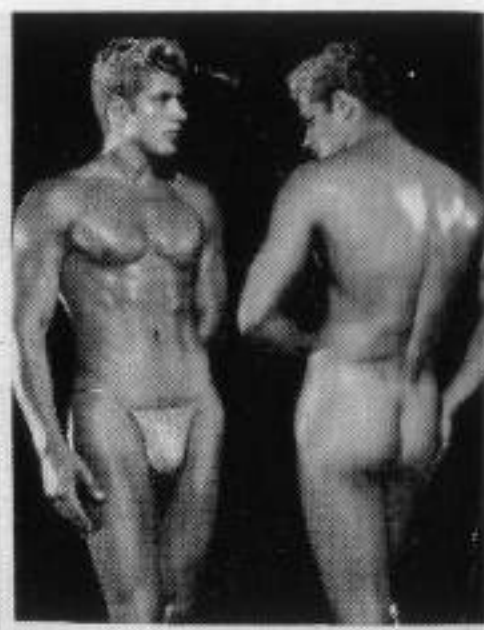
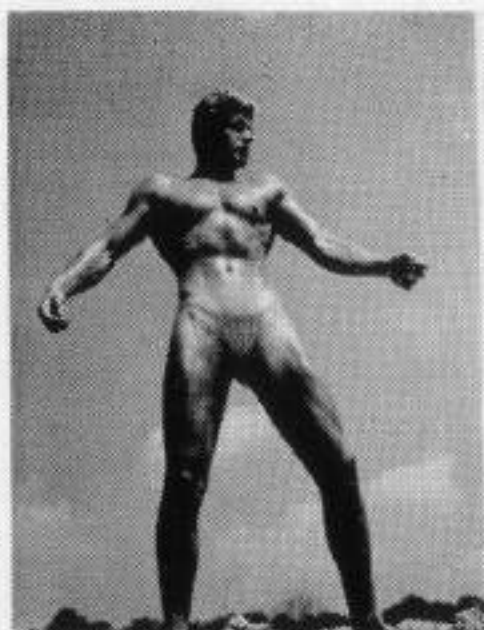
About once each month, AMG makes a selection of 50 of its latest photos (which have never yet appeared in albums or catalogs. These are printed on single-wt semi-gloss 4x5 paper and offered at the unbelievably low rate of 7c each. An identification and grading sheet is enclosed with each group of photos so that you can participate in the selection of future models and photos to be offered on the plan. **SEND \$10 FOR AN ADVANCE 3 MONTHS SUBSCRIPTION.**

SPECIAL! THIS ISSUE ONLY: Send \$3.59 for a "trial group" (Note: If current month's group is exhausted at time your order is received, we will ship the next month's selections, since 7c plan groups are printed on a 1 time basis only.

ATHLETIC MODEL GUILD

1834 West 11th Street,

Los Angeles 6, Calif.



BOB DEL MONTEQUE

BY POPULAR DEMAND
CATALOG NO. 2 \$1.

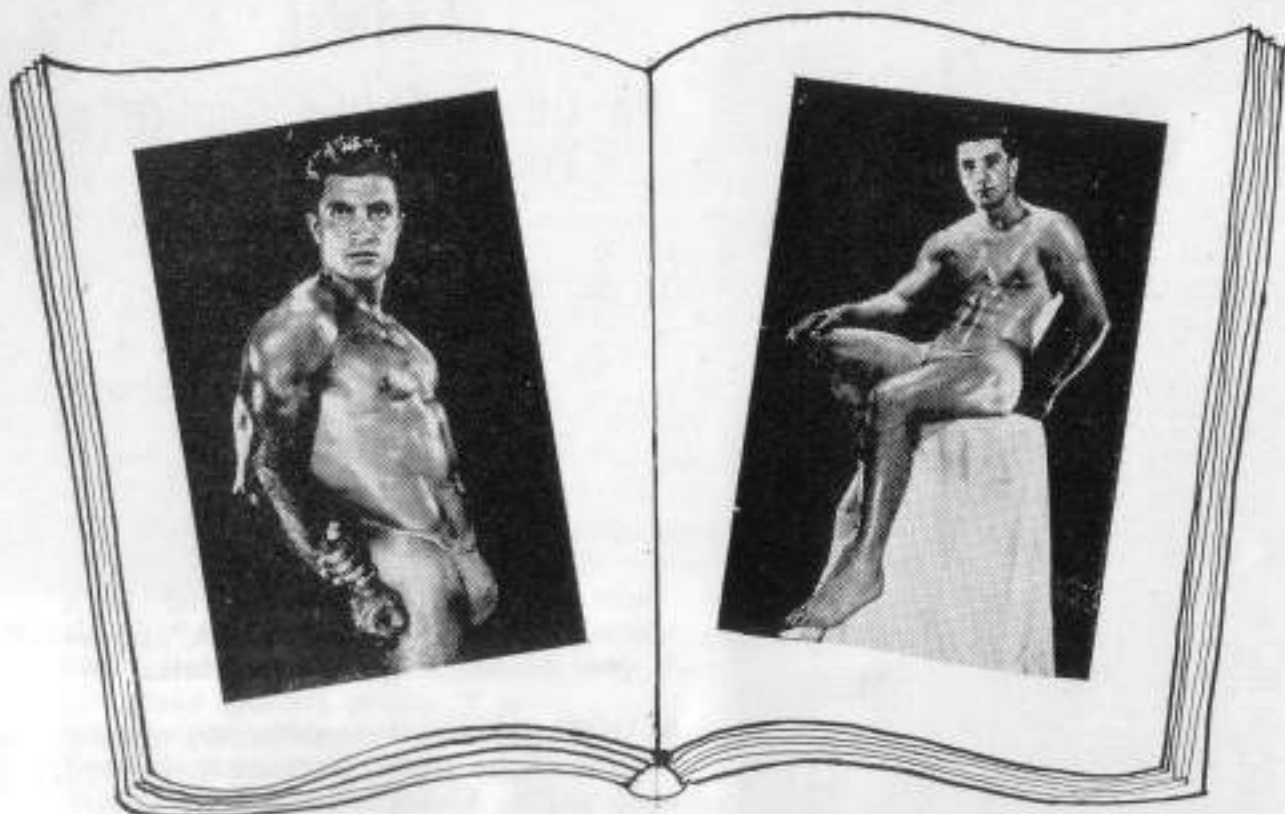
Bob Delmonteque announces publication of Catalog Number 2 featuring over 50 beautiful miniature pictures including both indoor and outdoor studies. Large photos may be ordered from each miniature by number.

Catalog Number 1 also still available for only \$1.

12 8x10 Special Dual poses
..... \$10.
6 8x10 Double Exposures \$5.

BOB DEL MONTEQUE
4873 St. Lawrence
Detroit 10, Michigan

WITH PLEASURE AND WITH PARDONABLE PRIDE
Frank Giardina Presents



A SPECIAL EXCLUSIVE OFFER
12—4x5 PHOTOGRAPHS OF 12 BEST MODELS OF 1951
Sent To You

IN A BEAUTIFUL HARD COVERED SIMULATED COWHIDE LEATHER PHOTOGRAPH ALBUM WITH ACETATE TRANSPARENT PAGES. ALSO PACKED AND WRAPPED IN A GIFT BOX.

NEVER DID SO LITTLE BUY SO MUCH
WILL SO LITTLE BUY SO MUCH

We are the only physique studio to make this offer.

Christmas is near—It will soon be here

THIS IS THE PERFECT GIFT—GET ONE FOR YOURSELF

And Some For Your Friends

Satisfaction Guaranteed

PRICE \$3.75 U.S.A.

Immediate Delivery

\$4.00 Canada

Album available in: White—Green—Navy—Maroon (State color preference.)

THIS OFFER WILL BE LIMITED—PLEASE ORDER NOW

AVOID BEING LEFT OUT

Order from:

FRANK GIARDINA

408 Second Avenue

New York 10, N. Y.

BUILD AN EXCLUSIVE GIARDINA PHOTO LIBRARY AND BE DIFFERENT

Exclusive Spartan Models!

No Other Studio Can Offer
You Such Handsome
Athletes As

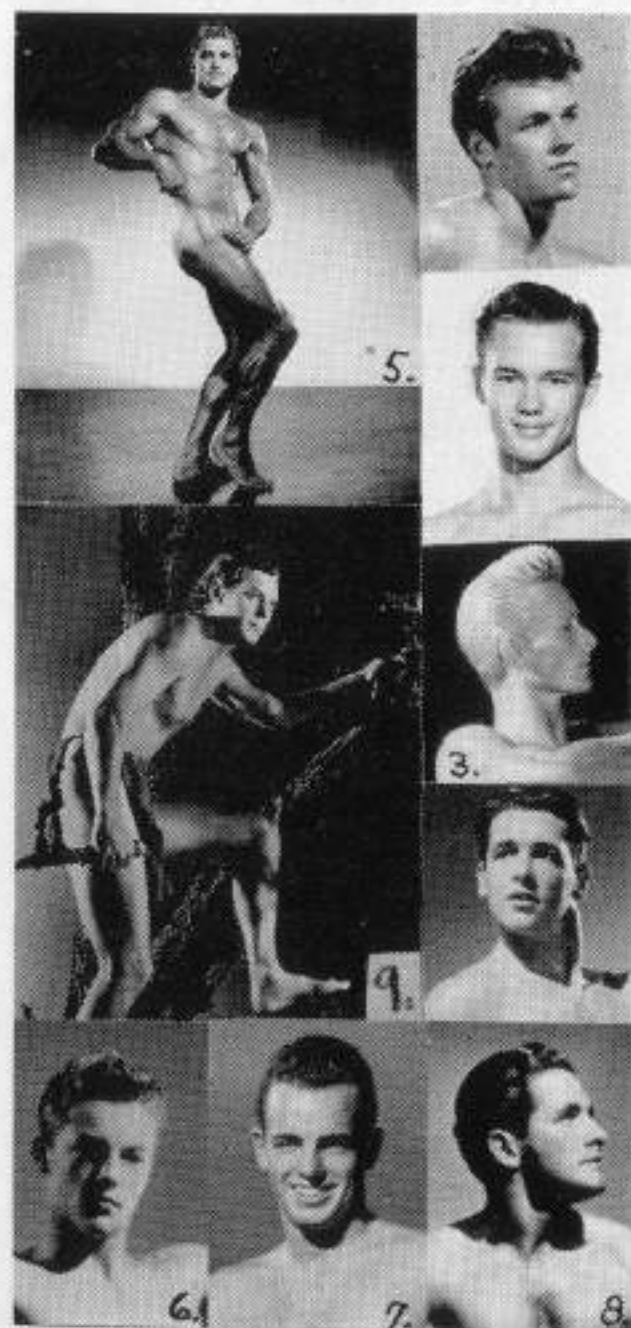
1. Johnnie Maddock
4. Jed Wayne
3. John Erickson
6. Sandy Gordon

These four models are offered in a special 4x5 Mini-Album set "A" priced at only \$1 for 4 4x5 matte prints.

SCOOP! Johnny Weismuller (9) —most famous of the screen Tarzans is featured in another Collector's item exclusive with Spartan! 4 4x5 matte prints only \$1. Other collectors items still available are RUDOLPH VALENTINO and LEX BARKER, each in sets of 4 4x5 prints for only \$1.

5. EDMUND HOLOVCHIK: 12 4x5 prints \$2.50. The incomparable HOLOVCHIK photographed in the inimitable SPARTAN manner!

NEW! MIGHTY MUSCLES NO. 1—featuring 4 handsome greats in posing straps:



BOB McCUNE (Mr. Muscle Beach)
VIC NICOLETTI (Mr. NYC)

SI SANFORD (Mr. Texas)
A. SALVADOR (Mr. Los Angeles)

NEW SPECIAL SERIES 2 which spotlights such handsome youths as (2) Gene Eberle, (7) Ray Black, and (8) Bill Cunney and 9 other models. This special set which has never before been offered is priced at only \$2.50 for 12 matte 4x5 photo. A MUST for every discriminating collector.

SPARTAN, Dept C.

Box 16905, West Branch Los Angeles 46, California

Tips For The Amateur

Physique Photographer

COLOR OR BLACK AND WHITE? Contrary to popular belief, color is much easier for the amateur than black & white, since in color you capture more nearly what your eye sees rather than a black & white monotone of the original. The cost of a 35mm KODACHROME transparency which can be projected life size in full glorious color is actually less than the cost of an ordinary black & white 8x10 print. We definitely feel that KODACHROME color film is much easier for the amateur to use than other color films since it allows for a larger margin of error.

CHOICE OF CAMERA. If you intend to shoot in color, a double-frame 35mm camera is certainly your best bet. There are many good makes of these on the market and your choice will depend largely on the necessary latitude of your working conditions. Since you will use your camera for many years, you will do well to invest in a rugged precision camera of known reputation such as Leica, Contax, Exacta, etc., rather than in seemingly less expensive 35mm cameras which often require so much repair work as to cancel out their original low cost.

For black and white work, most professional physique photographers work with a 4x5 view or reflex camera, because they want 4x5 negatives from which they can make contact prints of good quality in quantity at relative low cost. But for the amateur, using a 4x5 camera is a needless expense both from the standpoint of original cost as well as the high cost of 4x5 film.

Cameras using roll film usually cost far less and your material costs are greatly reduced, since you can economically enlarge several copies of each desired print, and photo-finishing studios often return prints automatically enlarged 2 diameters.

Almost any light-tight camera is a good camera providing it is kept clean and is properly used—this applies even to cameras costing only a few dollars. As a matter of fact, such low-cost cameras are often to be preferred to some cameras in the \$10 to \$25 range which may have a number of useless and confusing gadgets which are only cheap imitations of the real thing, and only serve to mislead the amateur into thinking he is applying precision methods.

The best roll film camera the amateur could hope to have would be the Rolleiflex, though its cost of \$300 is somewhat discouraging. A less rugged but equally performing imitation of the Rollei, is the FLEXARET camera which sells at about \$95. It is a reflex camera allowing for exact focusing and composition. Our experience has been that the best physique pictures are often done with a reflex camera.

Only the most patient person should attempt using any 35mm camera for black & white work, since very few professionals or amateurs are satisfied with physique studies taken with any miniature camera. But if you already have a good 35mm camera, use it exclusively for color, and it will certainly prove its value.

Many amateurs like to work with a Stereo-Realist camera (\$180 approx.) which gives them color pictures in 3rd dimension. These are intensely lifelike when viewed thru a special viewer. However, most people do not enjoy seeing them projected since viewing them with the necessary polarized glasses produce eye strain (quite uncomfortably for some people). The effect is rarely encountered in projecting regular 2 dimension slides. If the amateur can have only 1 good camera, we would not recommend that it be this one, though it would be an excellent accessory camera.

ANY QUESTIONS? While we are far from being experts, we will be glad to offer you our opinions on any certain problem you might have if you will write it on a piece of paper separate from any order, leave room at bottom for reply and send it along with a stamped self-addressed envelope to: THE EDITORS, PHYSIQUE PICTORIAL, 1834 West 11th Street, Los Angeles 6, California.

